

# 2010 Branded Program Exporter Manual

A guide to participating in the Food Export Association of the Midwest USA® and Food Export USA®–Northeast Branded Program

***Market Your Products Internationally and Receive  
50% Reimbursement While You Do It!***

*Eligible Activities include:*

- Advertisements
- Marketing and Promotions
- Foreign Tradeshows
- Package and Label Modifications
- Public Relations
- And More...



## 2008 RESULTS

In Program Year 2008, Food Export Association of the Midwest USA (Food Export–Midwest) and Food Export USA–Northeast (Food Export–Northeast) assisted 389 companies, which included 119 new companies, in the Branded Program. Participants promoted their food and agricultural products in over 50 countries and we would like to share some of their successes throughout the year.

The results of the program as reported by the companies who participated said:

- They made over USD\$103 million in actual export sales
- They reported USD\$264million in projected sales
- 115 companies reported their first export sale in a new market
- 963 companies made new distributor relationships
- 178 companies reported increased sales by 20 percent or more

**Dear U.S. Exporter:**

The decision to export your products around the world enables you to participate in Food Export–Midwest and Food Export–Northeast’s Branded Program. Not only will international marketing of your product(s) benefit your company, but it also helps counter the American trade deficit and supports over 800,000 American jobs.

Food Export–Midwest and Food Export–Northeast are non-profit organizations comprised of state agricultural promotion agencies that use federal, state, and industry resources to promote the export of Midwestern and Northeastern food and agricultural products. We are dedicated to assisting U.S. suppliers who wish to be, or who are exporting. Through its Export Education, Market Entry and Market Promotion Strategies, Food Export–Midwest and Food Export–Northeast can assist companies in understanding and discovering new opportunities in the export market.

To assist you in that endeavor, we are proud to offer the 2010 Branded Program, which is made possible through funding from the USDA’s Foreign Agricultural Service (FAS). The mission of the Branded Program is to promote your U.S. products in overseas markets. To accomplish this mission, we encourage small companies in the Midwest and Northeast to promote branded food and agricultural products abroad. Participating companies receive up to 50% reimbursement for costs generated from eligible marketing and promotional activities.

We provide this manual in an effort to make participation in the Branded Program as easy as possible. It is important that you review the policies, procedures, and guidelines of the program so you can take full advantage of all the benefits. If you require additional assistance, you can use the information on pages 42 and 43 to contact a representative from your state agricultural promotion agency.

The Branded Program is fully automated and accessible using the secure website, [www.brandedprogram.org](http://www.brandedprogram.org). Once your company is approved for the Program, you will be able to manage your account online, and submit, review and track reimbursements.

We appreciate your interest in the 2010 Branded Program. We look forward to working with you throughout the year to help you promote and sell your products abroad!

**Joe  
Yotti**

Program Manager  
Food Export–Midwest

**Antoniya  
Gospodinova**

Program Manager  
Food Export–Northeast

### **Rastelli Foods Corp.**

Rastelli Foods Corp. of Swedesboro, NJ started using the Branded program to exhibit at the Gulfood show three years ago. As a result, the company has sold a total of \$400 million in product to the Middle East including two sales to Jordan and Qatar each for \$8-\$12 million per year. David McClendon, Director of Marketing said, "Thanks to our participation in the Branded Program, we were able to secure and confirm new customers in the Middle East region." As a result of their export sales, Rastelli has increased their manufacturing schedules and have hired 30 new employees. They have also added 8 new employees to their Global Export Division.

### **Preferred Popcorn, LLC**

Chapman, Nebraska company Preferred Popcorn, LLC has used the Branded Program since the late 1990s. The program has helped the company break into six new markets and increase their sales in Mexico. Currently they are exporting to over 40 countries around the world. According to Jayne Davis, Sales and Marketing Manager, "Attending the 2008 Cineasia tradeshow helped us to acquire a new customer in Korea who orders 2 containers of our popcorn per month. This was our first sale to this market. This funding has helped us begin advertising and marketing in new markets which has resulted in new sales." To keep pace with their increasing domestic and international sales, Preferred Popcorn has tripled their workforce since 2004.

### **Metzger Specialty Brands**

Metzger Specialty Brands, located in New York, New York, made their first export sales to Canada in 2008 with support from the Branded Program. The company used Branded Program funding to help offset the cost of bilingual labeling for Canada, as well as in-store promotions, demonstrations, and shipping samples. Their export sales to the country have gone from nonexistent to \$12,000, and they expect this number to double. According to President Tim Metzger, "Without the support of the Branded Program, we could never have undertaken the promotional activities we're doing in Canada. The program helps us defray some of the costs, making it all worthwhile."

### **Sioux Honey Association**

Sioux Honey Association of Sioux City, Iowa has used the cost-share support through the Branded Program to enter the market in Japan by receiving funding for tasting demonstrations, brochure translations and labeling. Export sales for the company have gone up 40% since they entered the market two years ago. According to Jim Powell, Vice President of Sales and Marketing, "With the poor economy worldwide we were concerned about our sales, but orders are still strong. We are looking at expanding to other areas in the Far East." Powell said.

### **Bell Export Foods Group**

Bell Export Foods Group, of Philadelphia, Pennsylvania, has used cost-share funding from the Branded Program to help expand their export business. President Ron Davis, explained, "The Branded Program provides us with matching funds to ship samples to tradeshow, like Foodex Japan. It also helped offset the cost of labeling changes required by different countries. Without assistance we would be doing much less export business because it would be difficult and costly to ship samples to shows." As a result of new contacts made at Foodex Japan, Bell Export is currently selling a minimum of one container load (over 40,000 lbs) of ice cream each month worth \$30,000, as well as candy, honey butter, mustard, and dressings. Furthermore, the Branded Program also helped minimize the cost of sending samples for product demonstrations in the Dominican Republic where they are now selling a variety of snack items.

### **Select Soy, LLC,**

In 2008, Select Soy, LLC, located in Grand Rapids, Michigan, began using the Branded Program to help promote their products in Canada through promotions, packaging and labeling changes, and point-of-sale materials. As a result, they made multiple first-time export sales to Canada resulting in an 18% increase in their export sales. According to Peter Assaly, Vice President, "If we didn't have Branded Program support, it would be more difficult—the program helps us stretch our marketing budget to do more marketing to consumers. This is a great benefit to us. Through these new accounts, we've been able to secure additional customers." As a result of the increased export sales, the company has hired three additional employees.

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**Apply Early!**

The Branded Program opens its application for funding on August 1, 2009 for companies to be reimbursed for activities occurring between January 1, 2010 and December 31, 2010. Remember the Branded Program can assist you in:

- Creating your export marketing plan
- Identify your export goals
- Funding assistance to promote your products overseas
- Entering new markets

**2009**

Application deadline for January approvals . . . . . **OCTOBER 1, 2009**  
 (Application acceptance beyond this date contingent upon available funds)

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Start of 2010 program year . . . . . **JANUARY 1, 2010**

**2010**

End of the 2010 program year . . . . . **DECEMBER 31, 2010**

**2011**

Deadline to submit reimbursement requests . . . . . **FEBRUARY 28, 2011**

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Evaluations due . . . . . **FEBRUARY 28, 2011**



Reimbursement claims have to be submitted within 60 days after the completion of the activity. Reimbursements are subject to denial after the 60 days.



From time-to-time, the USDA, Foreign Agricultural Service (FAS) may issue new regulations and/or revised interpretations or make other changes without notice. If this happens, Food Export–Midwest and Food Export–Northeast may be required to further amend or restrict these guidelines and, in some cases, amend program agreements accordingly.

## IS YOUR COMPANY ELIGIBLE FOR THE BRANDED PROGRAM?

### **Company Must be Small in Size or a Cooperative**

Only companies defined as “Small” by the U.S. Small Business Administration (SBA) are eligible to participate. Agricultural producer cooperatives are also eligible and exempt from size restrictions. The SBA utilizes the North American Industry Classification System (NAICS) to determine company size status. Generally your total number of employees determines your size. Total number of employees includes all subsidiary employees, all parent company employees and employees of all subsidiaries of the parent company. [www.sba.gov](http://www.sba.gov).

### **Participating Companies Must be Based in the United States**

Each participating company must be a registered business entity in the United States.

### **Participants Must Have Adequate Resources and Product Supply for Export Market Development**

Each eligible company must provide adequate management and financial resources for export market development. Likewise, companies must furnish adequate product quantities necessary to ensure continuous supplies to the markets for which funding is requested.

### **Have Sufficient Gross Sales and Resources**

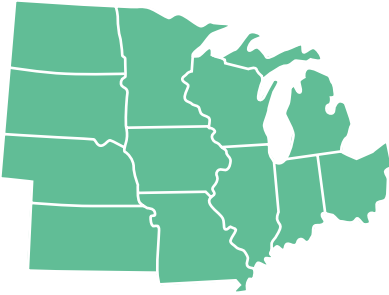
Participants must have at least \$100,000 in gross sales during the previous year and adequate management and financial resources for export market development.

### **Companies Must Have an Impact in the Midwest or Northeast regions**

Companies must have a corporate office, production facility, or source their products from one or more of the following states in the Midwest (Food Export–Midwest) and/or Northeast (Food Export–Northeast) regions and can document a positive economic impact to these states:

## Midwest Region

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Illinois	Indiana
Iowa	Kansas
Michigan	Minnesota
Missouri	Nebraska
North Dakota	Ohio
South Dakota	Wisconsin

## Northeast Region

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Connecticut	Delaware
Maine	Massachusetts
New Hampshire	New Jersey
New York	Pennsylvania
Rhode Island	Vermont

## If you are Outside the Midwest and Northeast Regions

If you are not located in the Midwest or Northeast, or do not have an impact in those regions, you can still apply for the Branded Program through other State Regional Trade Groups (SRTGs). Food Export Association of the Midwest USA and Food Export USA–Northeast are two of four SRTGs in the United States. Companies located in or impacting the Southern region can contact the Southern U.S. Trade Association (SUSTA), [www.susta.org](http://www.susta.org) or by phone 504-568-5986. For companies located in or impacting the Western region, contact the Western U.S. Agricultural Trade Association (WUSATA) at [www.wusata.org](http://www.wusata.org) or by phone 360-693-3373.

## ARE YOUR PRODUCTS ELIGIBLE FOR THE BRANDED PROGRAM?



If you do not see your product category listed here, please contact us to verify if your product does qualify.

### Products Must Be Value-Added Agricultural Products Including But Not Limited To:

- Food ingredients
- Foodservice products
- Specific wood products
- Consumer food products
- Feed ingredients
- Diversified Agricultural Products\*

### Products Must Contain At Least 50% U.S. Agricultural Content/Ingredients

The U.S. content of food and agricultural products is determined by the percentage of finished product (measured by weight) that originates in the United States, excluding water and packaging.

For example: You can calculate the weight of each product ingredient as a percentage of total product weight. For each ingredient determine the percentage sourced from the U.S. Multiply the two percentages to determine the U.S. content level for each ingredient. The total will help you to determine the U.S. content level for your product.

### Product Must Be Clearly Labeled As Product Of The U.S.A.

The company address line is not sufficient as an approved U.S origin statement. See page 18 for eligible U.S.A. origin statements.

\* Diversified Agricultural Products are derived from agricultural sources. They include but are not limited to: Health and Beauty Products such as hair care, toothpaste, essential oils, etc.; Household items such as candles, paints and cleaners; and Bio Industries such as ethanol and biodiesel. Please contact us to see if your product qualifies.

### **Products Cannot Be Covered By Another Industry Group**

Companies can participate in the Branded Program ONLY if funding assistance is not available for their product(s) through another industry group. Product(s) affected might include chocolate, confections and meat. If a company has multiple product lines, (for example, chocolate and snack chips) that company can apply for Food Export–Midwest or Food Export–Northeast’s Branded Program. Other Cooperators who have Branded Programs are:

- **Blue Diamond Growers/Almond Board of California**
- **California Pistachio Commission**
- **California Prune Board**
- **Cranberry Marketing Committee**
- **National Confectioners Association**
- **New York Wine and Grape Foundation**
- **Raisin Administrative Council**
- **Sunkist Growers Association**
- **U.S. Livestock Genetics**
- **U.S. Meat Export Federation**
- **Welch’s Food**
- **Wine Institute**

## **BRANDED PROGRAM CHECKLIST: UNDERSTANDING THE PROGRAM STEP BY STEP**

**Note: A Branded Program representative is available to answer your questions or provide assistance at any time during the application process.**

**Step I** – Pre-Qualification worksheet submission and review (up to 72 hours for approval). Applications can not be started until the pre-qualification has been approved.

**Step II** – Application form submission and review (2-3 weeks for approval)

- Application Summary
- Country Marketing Plan
- Marketing plan for trade shows held in the U.S.
- Certification Page
- Application Fee (\$250)

**Step III** – Approval confirmation of the initial funding request (contracts and invoice mailed)

**Step IV** – Remittance of the administrative fee of 6% as well as submitting signed program agreements within 30 days after receipt of the approval confirmation letter

**Step V** – Amending program agreement

**Step VI** – Reimbursements submission within 60 days after the activity

**Step VII** – Reimbursements disbursement (30 day turn around time)

**Step VIII** – Submission of the end of year program evaluation (Deadline – February 28, 2011)

**Step IX** – Get ready to apply for the 2011 program year (Application submission Deadline – October 1, 2010.)

All steps are covered in details further in the manual. Please read ahead to learn more about the Branded Program – a great way to offset eligible marketing and promotional expenses worldwide.

## Application approval can take up to 3 weeks

Food Export–Midwest and Food Export–Northeast rate applications based upon allocation criteria and then allocate appropriate available funding to applicant companies that meet those criteria. Approvals are based on the quality of the application and the overall level of funding available. Accordingly, both organizations reserve the right to accept or reject any application or limit allocations to any applicant. **Spending that occurs before your approval date will not be reimbursable** (with the exception of certain tradeshow booth and travel expenses).

## First-Time Applicants

First-time applicants who do not have previous export experience, will be limited to a maximum initial allocation of USD\$25,000. First-time applicants with export experience will be limited to an initial maximum allocation of USD\$50,000. Requests for additional funds, if available, will be considered if they can utilize initial funding.

## Program Agreement

When your application is approved you will be notified by a letter, which will indicate an “approval date”. Accompanying the letter will be two agreements including the terms and conditions, an invoice for the administrative fee, “Made in U.S.A.” signage, and a W9 Tax Form.



**You cannot file for reimbursement until both Program Agreements are signed and returned to our office, the administrative fee has been paid, and we receive your completed W9 Tax Form.**

## End-of-Year Program Evaluations

Program evaluations are vital to the success and improvement of the Branded Program and are mandatory for all participating companies. Reimbursements and future allocations will be withheld for companies failing to complete evaluation forms. Evaluation forms are available online. All information is regarded as strictly “business confidential” and only reported in aggregate with other program participants.

## Program Fees

**Application Fee**—There is a non-refundable fee of USD\$250.00 that must be submitted online with your application. Your application cannot be processed until this fee is paid.

**Administrative Fee**—All program participants are charged a non-refundable administrative fee equal to 6% of the approved funding allocation. An invoice for this fee will accompany the Program Agreement. Payment is due within 30 days of receipt. If your payment is not received within 60 days, approved funding will be withdrawn and reallocated.

Applicants must submit a pre-qualification form as the first step to applying to the Program. Once a company's pre-qualification is approved, then the application can be completed.

Before logging onto the website, you should have the following materials ready:

- A. Total number of full-time employees
- B. Total sales
- C. Dunn & Bradstreet number (if you have one)
- D. NAICS code



Companies who have previously participated in the Program must submit a pre-qualification and application to re-apply for each new program year.



All companies will be cross checked with the Excluded Party List database online to ensure participants can receive federal funding.

To access the Branded Program System at [www.brandedprogram.org](http://www.brandedprogram.org) follow these instructions:

1. If you have not been assigned a user ID and password to register for Food Export–Northeast and Food Export–Midwest programs and service, have any questions or encounter any problems, please contact our Branded Program coordinators:

- In the Northeast, contact Antoniya Gospodinova at 215-829-9111 or email: [agospodinova@foodexport.org](mailto:agospodinova@foodexport.org)
- In the Midwest, contact Joe Yotti at 312-334-9200 or e-mail: [jyotti@foodexport.org](mailto:jyotti@foodexport.org)

2. If you are a previous participant in the Branded Program and have a login account, you may click on the login link and you will be prompted to login in accordingly.

Once successfully logged in, you may mouse over the Pre-Qualification link at the top of the page and choose "Add Pre-Qualification". You will be prompted to complete the pre-qualification via our wizard.

3. If you are new company and would like to submit a pre-qualification application, you need to click on "Submit Pre-Qualification." You will be prompted to verify your registration status.

If the system recognizes your email address, you will be prompted to login by clicking on "Login Now". If you have forgotten your password, you will be able to obtain it by clicking the "Forgot Password."

If the system does not recognize your email address, and you would like to submit a pre-qualification application, you need to click on the button "Continue to Pre-Qualification Application", which will bring you to the pre-qualification wizard.

After your pre-qualification application has been approved internally, you will receive an e-mail, confirming the approval, and you will be able to proceed to login to the system and continue to submit your program application by clicking on the "Create Application" link on your home page. The application wizard will then guide you through the whole application submission process.

If you were in the program in past years, you can perform a search to view records from previous years. You can search for your pre-qualifications, program applications, reimbursements, evaluations, FAS Post Notifications and amendments. You simply need to go and mouse over the desired type of record you are looking up and click on List/Find.

**Those lacking Internet access may request hard copies of the necessary application forms.**

Upon approval of your pre-qualification, you can complete the application on our website.

**Before starting the application, please be sure to follow this checklist:**

**1. Gather Materials**

Before beginning your Application, collect the following:

**2. Sales Figures**

Confirms total sales and gross export sales for 4 individual calendar years. We require your actual sales for 2 years prior to the application, projected sales for the year of the application, and projected sales for the following year.

**3. Brand Name Products**

Includes all products to be promoted. Include the contact information of the brand owner for any branded products promoted but not owned by the applicant.

**4. Country Information**

Refer to list of eligible activities on pages 40 and 41 to develop a marketing plan for each country. Obtain details for each activity you will conduct (names, dates, and costs). Determine the amount of matching funds you will request per country.

**The application includes the following sections:**

**1. Application Summary**

Basic company contact information, a list of the products you wish to promote, and your company's sales information. There is also a required section on the economic impact to the region (this section is required if your company is outside of the Midwest or Northeast).

**2. Country Marketing Plan**

This section is required if you will have marketing and promotional activities in a foreign country. For foreign tradeshows, you must submit a plan for the country in which the show takes place. For promotional activities, you must include the full contact information of your importer/distributor in that country. You can receive reimbursement for Branded funding for up to five years for any one country. **Note: Since June 1, 2004, federal regulations prohibit funding Branded Program activities in the following countries: Cuba, North Korea, Iran, Iraq, and Sudan.**

**3. Tradeshows Held in the U.S. Plan**

The only reimbursable activity in the United States is exhibiting at select USDA approved domestic tradeshows. Expenses are only eligible if the applicant is exhibiting for the first time or if the applicant has not exhibited in the past three years with their own funds at that show. Five year graduation rule applies. For more information on graduation, please see page 48.

**IMPORTANT  
MESSAGE**

Companies who only submit a plan for a tradeshow held in the U.S. may receive Branded funding for two years, at which time they must demonstrate international activity by also applying for a foreign market in order to continue receiving funding for U.S. activities for three more years.

*Note: The minimum amount of reimbursements a company can request is **USD\$2,500**, and the maximum amount is **USD\$300,000**. This maximum includes any Branded Program funding a participant may receive from other cooperators in addition to Food Export–Midwest or Food Export–Northeast’s Branded Program.*

#### 4. Product Label or Promotional Literature Sample

Originals or copies of your product labels/packaging or promotional literature for all products listed on your application summary must be submitted with your application. This is required before Food Export–Midwest or Food Export–Northeast can begin the review of your application.

#### 5. Certification Page

The certification page is the last page of the application summary. This page must be digitally signed and submitted online.

#### 6. Application Fee

A non-refundable application fee of \$250.00 must be paid online or a check mailed to the appropriate Midwest or Northeast office.

#### 7. Certification of Exclusivity and/or Private Label Agreement

If you are promoting a brand that your company does not own, you must submit one of these two forms (whichever document applies to your situation). The document must be signed by you and the brand owner and include the markets where you have exclusive rights to promote the brand. If you are unclear about what agreement applies to your company please refer to pages 48 and 49 for a glossary of terms. These documents can be obtained through the web-site during the application process.

Companies often have to make changes to their funding allocation after signing the Program Agreement and paying the administrative fee. Examples of these changes are listed below.

The following are the most commonly requested Amendments for Existing Program Agreements:

### 1. Add a New Country

- An amendment request as well as a country marketing plan must be submitted for a new country. Additional funds may be requested, or existing funds can be shifted from another country in your approved application.
- Prior to submitting an Amendment, companies should check availability of additional funds by contacting Food Export–Midwest or Food Export–Northeast.
- If a company receives additional funding, they will be required to pay a 6% administrative fee on the additional allocation being requested.
- Total allocations (original plus all subsequent allocations) may not exceed USD\$300,000 per company for the Program Year.

### 2. Request Additional Funds for a Country

- Spending beyond your original allocation in a market may be reimbursed only after an amendment has been approved.

### 3. Add a New Overseas Agent

- Whenever a new overseas agent is appointed, a participant company must submit an Amendment Request that includes the company name, address and other contact information of that importer.

#### 4. Add One or More New Products to a Country Marketing Plan

- Expenses to promote a product not in your country plan will not be eligible unless you submit an amendment first.

#### 5. Total Funding Reductions or Withdrawal from Branded Program

- A brief explanation and a request in writing must be submitted.

#### 6. Moving Funds Between Existing Approved Countries

- **An amendment does not need to be submitted for this.**

#### Submitting an Amendment Online

1. Log on to [www.brandedprogram.org](http://www.brandedprogram.org) website.
2. Click on “amendments” at the top.
3. Choose the correct type of amendment.
4. Select Program Year.
5. Complete all the relevant fields and submit.
6. Allow 2 to 4 weeks for your amendment to be processed.

You could also contact your Food Export–Midwest or Food Export–Northeast representative who could help with the amendment submission process.



**Approval of Program Agreement Amendments must be granted prior to beginning the related new activity.**

### Reimbursements are 50% of Invoiced Cost

Food Export–Midwest and Food Export–Northeast pay 50 cents per dollar of eligible expenses (with the exception of giveaway items priced above \$2.00 each and certain travel expenses).

- Participating companies are paid on a reimbursement basis only.

### Dates of Expenses Must be Eligible

All program activities and related expenses must occur between January 1, 2010 and December 31, 2010. However, no reimbursements will be made for expenses incurred before your documented Approval Date (with the exception of certain tradeshow booth and travel expenses which must be paid in advance). This rule applies to Reimbursement Claims and Amendments. Your Approval Date is clearly stated in the Approval Letter and Program Agreements.

### U.S.A. Origin Statement Must Be Present

All activities and materials (including product labels, promotional materials, advertising, booth signage, etc.) must identify the origin of the agricultural commodity as being of U.S. origin. Some examples of this are:

1. "Product of U.S.A."
2. "Grown in the U.S.A. "
3. "Made in America"
4. Full name of a U.S. state, no abbreviations, can substitute for "U.S.", "U.S.A.", or "America" in the above statement.

**Brand names that include "U.S.A" or "American", and having U.S.A. or your state's name in your address line, do not qualify as the U.S. origin statement.**

The print size of the origin identifications must conform to the U.S. standard of 1/6th inch (.42 cm) in height based on the lowercase letter "o". For large format promotional signage, the U.S.A. origin identification must be visible at standard viewing distance.

**Food Export–Midwest and Food Export–Northeast cannot, under any circumstances, reimburse your expenses if you do not comply with the U.S.A. origin identification requirement.**

U.S. companies are granted exemption from the U.S. origin labeling requirement for activities conducted in Saudi Arabia, Yemen, Egypt, Jordan, Lebanon, United Arab Emirates, Bahrain, Kuwait, Oman, and Qatar.

### Country Must be Eligible

- The Branded Program will fund the same participant company for a specific country for no more than five program years. Agricultural producer cooperatives are exempt from this rule. Note: The five years do not have to be consecutive.
- Since June 1, 2004, federal regulations prohibit funding Branded Program activities in the following countries: Cuba, North Korea, Iran, Iraq, and Sudan.

Provided below is a description of the promotional activities eligible for reimbursement in the Branded Program. If you have questions about the eligibility of certain expenses, do not hesitate to contact Food Export—Midwest or Food Export—Northeast.

**All forms of marketing must promote the brand name and have the U.S. origin statement to be eligible for reimbursement.**

### Marketing and Point-of-Sale Materials

- Production and distribution costs of sell sheets, brochures, catalogs, shelf-talkers, banners, posters, recipe cards and related materials, including the cost of translation, are eligible for all overseas marketing activities.
- Give-away items such as pens, key rings, t-shirts and caps are limited to a maximum reimbursement of USD\$1.00 per individual item. A statement identifying the U.S. origin of your product must be visible. Example: If you purchase a give-away item that is \$5 per unit, your reimbursement for this item will be \$1 per unit.

### Public Relations

- Production and distribution of press releases, press kits and other materials and information directed at the media, trade and consumers are eligible.

### Advertising

- The cost of production and placement of advertisements in magazines, newspapers, posters, billboards, direct mail, transit, and on TV, radio and foreign websites are eligible.
- U.S. origin statement must be visible.

**Note:** *Website development is not eligible.*

### Demonstrations/Merchandising

- In-store and foodservice promotions, consumer and trade demonstrations, shipment of promotional samples (but not the cost of the actual product samples), temporary displays and rental of temporary space for displays such as end-of-aisle and gondola displays are eligible.
- You must provide pictures, evaluations, or demo reports with your request for reimbursement.

### Package and Label Modifications

- Costs associated with design (as necessary to accommodate required changes only), production, and printing of a one-year supply\* of foreign labels and any labor costs to attach or sticker (if outsourced) are eligible for reimbursement.
- Participants must demonstrate:
  1. Changes were necessary to meet the importing laws of a foreign country.
  2. Changes are to existing packaging and labels.
  3. The company intends to use the new package/label(s) during the activity plan year.

**CONTINUED ON NEXT PAGE**

**Note:** *Changing flavors or varieties, or changing the size of the packaging is considered new product packaging, which is not reimbursable. Sample and promotional labels/ packaging as well as gift boxes are not eligible for reimbursement. See pages 25 and 26 for more details on what has to be submitted for proof of activity.*

*\* A one year supply refers to amount produced during eligible dates of a single program year, which, depending on application approval date, may not be equal to a 12 month period.*

### International Tradeshow Related Expenses

All international tradeshows are eligible including those supported or sponsored by Food Export–Midwest or Food Export–Northeast. If a tradeshow has a USDA-sponsored U.S.A. pavilion you must exhibit in that pavilion (see pages 40 and 41 for more details).

- Exhibit fees, freight charges to and from the show, equipment and furnishings rented at the show (i.e. booth furnishings, utilities, badge scanners, etc.) set-up charges, electricity rental, and limited travel expenses are eligible. Find more travel information on pages 30 and 31.
- Design, creation and construction costs for a temporary booth for trade-only exhibits and shows held outside of the U.S and its possessions are eligible.
- Booth must display the U.S. origin statement. The U.S. Origin Statement must be imprinted on the booth and to be clearly visible.

**Note:** *We recognize that some tradeshow related expenses must be paid for prior to the start of the Program Year. To help cover those expenses, keep payments for booth deposits, airline tickets, and hotel reservations to be eligible for reimbursement even if payments were made prior to the start of the Program Year or your documented application approval date.*

### International Trade Seminars related expenses

Eligible seminars are those designed to inform industry representatives about U.S. brand names and products.

- Site rentals, interpreters, translation and duplication of seminar materials are eligible.

### Part-time Contractors

- Costs for demonstrators, interpreters, and translators that assist with eligible promotional activities such as in-store demonstrations, tradeshows, and seminars are eligible.
- The maximum reimbursement amount for part-time contractors is determined by the U.S. government. The maximum eligible expense is USD\$62.06 an hour or USD\$496.48 a day.
- Employee wages and those of your overseas agent are not eligible.

### Freight Costs

- Costs for shipping samples to overseas agents, consumer and trade demonstrations, and for shipping tradeshow materials and samples to eligible tradeshows and seminars are eligible.

**Note:** *The actual cost of the samples is not eligible.*

### Trade Missions

- If a trade mission is pre-approved by FAS and the State Regional Trade Groups (SRTGs) such as Food Export–Midwest and Food Export–Northeast, participants may qualify for reimbursements on travel expenses (i.e. hotel, meals and airfare). Please check with us in advance.

### Marketing and Point-of-Sale Materials

The Branded Program reimburses for these marketing materials within the U.S.A. only if they are created in conjunction with and pertain to your approved tradeshow(s) held in the U.S.

### Public Relations and Advertisement

We will only reimburse for marketing materials and advertisements within the U.S.A if they are created in conjunction with and pertain to your approved tradeshow(s) held in the U.S.

**Note:** *All of the PR materials and advertisements must promote your presence at the approved tradeshow held in the U.S.; the exhibition dates; your booth number; the brand name; the product and the U.S. origin to be eligible.*

### Related Expenses for Tradeshows Held in the U.S.

A list of approved tradeshows held in the U.S. is available on pages 38 and 39.

- Tradeshows held in the U.S. are reimbursable ONLY for those who have not exhibited at that particular show within the past three years at their own expense.
- Exhibit fees, freight charges to and from the show, equipment and furnishings rented at the show (i.e. booth furnishings, utilities, badge scanners, etc.) set-up charges, and electricity rental are examples of eligible expenses for tradeshows held in the U.S.
- Travel expenses to and from tradeshows held in the U.S. are not eligible.

### Part-time Contractors

- Costs for part-time contractors that assist with product demonstrations at approved tradeshows held in the U.S. are eligible.
- The maximum reimbursement amount for part-time contractors is determined by the U.S. government. The maximum eligible expense is USD\$62.06 an hour or USD\$496.48 a day.

**Note:** *Employee wages and those of your overseas agent are not eligible.*

### Freight Costs

- Costs for shipping samples and tradeshow materials to and from approved tradeshows held in the U.S. are eligible.

**Note:** *The actual cost of the samples is not eligible*

**Many marketing-related expenses are considered “costs of doing business” or, for other reasons, fall outside the regulations of the Branded Program and therefore are not eligible for reimbursement. This list should not be considered complete. If you have questions concerning your company’s specific marketing plans and eligible reimbursements, contact Food Export-Midwest or Food Export–Northeast before incurring the expense.**

### **General Ineligible Expenses**

- Expenditures for activities and materials that do not carry U.S. origin statements.
- Any activity or product not specifically included or approved as part of the participant company’s Program Agreement or Approved Amendment.
- Travel expenses, catering, and attendance fees related to international trade seminars are not eligible.
- Travel and lodging expenses related to tradeshow held in the U.S. are never eligible for reimbursement.
- In-store demonstrations and merchandising in the U.S. are not eligible.
- Expenses incurred for an activity prior to approval of the activity or amendment.
- Any activities and functions held within the United States (not including certain costs for approved tradeshow held in the U.S.), its possessions and in ineligible countries as listed on page 18.
- Vehicle rental and fuel to transport tradeshow materials and samples is not reimbursable.

### **Business Related Ineligible Expenses**

- Salaries, living expenses, office costs, allowances, office parking fees
- Administrative expenses including communications costs (phone, fax, and internet) including those related to travel (hotel and cell phone charges)
- Refundable deposits and advances
- Capital expenditures including purchases of anything with useable shelf-life of one year or more
- Rental, lease or purchase of warehouse space
- Purchase, construction or lease of space for permanent displays (i.e. displays lasting beyond a one year activity plan)
- Meals, reception refreshments, entertainment, or gifts
- Business cards, seasonal greeting cards, subscriptions to publications
- Membership and Program fees

- General company literature that does not include product promotion information
- Website development
- Routine translation and interpretation services not related to eligible promotional materials
- All foreign travel costs not associated with exhibition at a foreign tradeshow
- Management consultant fees
- Product-related ineligible expenses
- Product research and development
- Package and label design/production and origin identification stickers not specifically required by importing country (see pages 19 and 20 for more details)
- Shelf trays and other product merchandisers
- Product samples

### Marketing-Related Ineligible Expenses

- Slotting and shelf-space fees, licensing fees, product registration and similar sales expenses
- Coupons, redemptions, price discounts and any other activity to reduce the selling prices of an agricultural product. Printing, distribution and promotion of coupons are no longer eligible.  
*“Furthermore, expenditures for activities that would normally be reimbursable, but include coupons or other price discounts (e.g., a print advertisement which contains a clip-out coupon), will not be reimbursed in whole or in part.”*
- Advertisements or any other marketing and promotional items that feature a coupon that reduces the cost of the product
- Fees for participating in Food Export–Midwest and Food Export–Northeast programs and services (Including Food Show PLUS!™, Buyers Missions, Market Builder, etc.)
- Sexual enhancement products and products of a sexual nature
- Promotions or products that are deemed offensive



**A company's promotions and advertisements can not disparage any other company or product either directly or indirectly.**

## WHAT DOCUMENTATION IS REQUIRED FOR REIMBURSEMENT?

To protect against fraud and other improper activities, we require specific documentation to be submitted for all reimbursement claims. Additional documentation is required for travel reimbursement, see pages 30 and 31.



All foreign language documentation must be translated into English or else it will not be processed.



All reimbursement requests require the following four documents:

### 1. Invoice

- Document from the vendor stating charges and details of the services rendered.

### 2. Proof of Payment

- Reimbursement is based on your payment, so we must have the proper documentation.
- Accepted proofs of payment include:
  - a. **Cash Receipt** – Must be marked “paid”, and show a zero balance. (only acceptable for payments under USD\$2,000)
  - b. **Check** – We must see the cancelled version of the check (a copy of the front and back of check), or a copy of the check accompanied by a bank statement showing it was posted.
  - c. **Credit Card** – We must see the credit card statement showing the charge. **Signature slips are not acceptable.** We do not need to see payment to the credit card company.
  - d. **Wire Transfer** – We must see the wire transfer confirmation or the bank statement showing the posted transaction. The request alone is not sufficient.
  - e. **Credit Memo** – If you are paying an overseas agent in product you must provide this documentation: Invoice for the product and corresponding credit memo. If, after applying the credit to the invoice, there is a remaining balance we must see the vendor/overseas agent pay the balance. We must see a freight or airway bill showing the product was shipped.
- Overseas Agent expenses are eligible if they are submitted through the U.S. participant. We will accept either participant’s full reimbursement to the agent or the agent’s full proof of payment for the expense and participant’s 50% reimbursement to the agent.



If the payment is made in a foreign currency we will convert it into US dollars based on the conversion rate on the date the participant paid, not when they were invoiced.

### 3. Proof of Activity

This form of documentation is dependent upon the activity. This document should be an example of the promotional activity that was conducted.

#### Marketing and Point-of-Sale Materials

You must submit samples of the materials, either originals or copies, and the U.S. origin statement must be clearly visible. Give-away items such as key chains, pens, and shirts must have the origin statement. The giveaway item does not have to be manufactured in the U.S. However, it must have a statement, "Made in the USA", and the brand name listed on the item.

#### Foreign Tradeshows

In most cases, expenses related to exhibiting at a foreign tradeshow only require a photo of your booth or your listing in the tradeshow guide. However, if the expense is for: photos, banners, signage, or other graphics used to decorate your booth, then we need photos of each item that clearly show the U.S. origin statement on each.

#### Demonstrations/Merchandising

For in-store, foodservice promotions, and temporary displays, we require a list of stores/locations and dates as well as representative photos of the events or displays. We recognize that some stores do not allow photography; in these cases we will accept demonstration reports.

#### Foreign Trade Seminars

We require photos from the events and any literature printed for distribution at the seminar.

#### Part-time Contractors

When part-time contractors are utilized at tradeshows, seminars or in-store tasting and demonstrations, a photograph from these events must be provided as proof of activity. In addition, the invoice must include the dates and hours worked as well as the hourly or daily rate.

#### Freight Costs

A freight or airway bill must be submitted and must clearly show the origin and destination address of the shipment as well as indication that promotional samples are being shipped.

### Package and Label Modifications

For all charges related to package and label modifications (translation, design, production, printing, etc.), we require copies of the original packages and/or labels and the modified versions. Additionally, we need the documents that detail the import laws that are requiring the modifications. We do not reimburse for "Made in U.S.A" to be added to domestic product labels and packaging.

### Advertising

An English translation or transcript must be submitted with all foreign language advertising. U.S. origin statement must be visible or audible on all advertising.



- **Print Ads** – Original publication or page from the publication clearly showing the date and name of the publication as well as the U.S. origin statement on the ad itself.
- **Billboards** – A clear photo of the billboard.
- **Radio/TV ads** – A video or audio recording of the commercial. An English transcript must be submitted with all foreign language ads. If the expense is for broadcasting of the ads and not just the production, then we must also receive a broadcast schedule showing dates, times, and stations on which the spot(s) aired.

### Public Relations



- Samples or copies of ALL materials created (i.e. press kits, press releases, etc.). Note: If a press release is created for an eligible tradeshow held in the U.S., the press release must promote your exhibit at the show. No other domestic press releases are eligible.
- Copy of at least a partial mailing list and what was mailed for your mass mailings.

### Tradeshows



- A photo of your booth or a copy of your listing in the exhibitor catalogue.

### Booth Signage and Literature



- Photo of any posters or signs in your booth. U.S. origin statement must be visible.
- Sample or copy of all literature distributed at your booth.



**Whenever exhibiting at a foreign tradeshow or one held in the U.S., program participants are required to exhibit in the show's U.S.A. pavilion when available.**

#### 4. Proof of U.S.A.

The activity must promote the product as "Made in the U.S.A."; therefore, a U.S.A origin statement must be visible. Eligible U.S.A origin statements are listed on page 18.

**Note:** *When sending sensitive financial documents, it is recommended that you black out account numbers and line items irrelevant to the claim. Please do not send originals, only photocopies.*



**You are required to maintain your Branded Program files for five years following the end of the Program Year. These files are subject to audit by Food Export–Midwest, Food Export–Northeast and the Foreign Agricultural Service.**

## COVER SHEET FOR PROMOTIONAL CLAIMS

Expense Item #: (office use only) \_\_\_\_\_

Company: \_\_\_\_\_

Country (where activity took place): \_\_\_\_\_

Activity Type (check one):

- |  |  |
|--|--|
| <input type="checkbox"/> Tradeshow Expense           | <input type="checkbox"/> Marketing/POS Materials     |
| <input type="checkbox"/> Demonstration/Merchandising | <input type="checkbox"/> Foreign Trade Seminar       |
| <input type="checkbox"/> Part-Time Contractors       | <input type="checkbox"/> Package/Label Modifications |

Invoice amount paid in foreign currency (a): ..... \_\_\_\_\_

Exchange rate at time of payment (b): ..... \_\_\_\_\_

Exchange rates found at **[www.oanda.com](http://www.oanda.com)**

**Invoice amount paid in U.S. dollars** (a x b): ..... \_\_\_\_\_

Amount paid by company: ..... \_\_\_\_\_

Amount paid by overseas agent: ..... \_\_\_\_\_

**Reimbursement Rate: 50%**

Reimbursement requested in U.S. dollars: ..... \_\_\_\_\_

**Required Documents Checklist:****All must have accompanying translation into English, if applicable.****1) Invoice**

Invoice Date: \_\_\_\_\_

Invoice Number: \_\_\_\_\_

Payment Date: \_\_\_\_\_

**2) Proof of Payment** (check one of the following):

- Cancelled Check
- Copy of Check and Copy of Bank Statement
- Wire Transfer and Copy of Bank Statement
- Credit Memo
- Bank Statement
- Cash Receipt
- Credit Card Statement

**Note:** *If this expense was paid for by an overseas agent, you must submit your proof of payment to them.***3) Proof of Activity\* (must include at least one for each claim):**

- Sample of Printed Material (with U.S. origin statement visible)
- Photo (of booth, demo, billboard, display, advertisement, etc)
- Sample of Promotional Item (i.e. giveaways)
- Video/Audio/CD (must be standard U.S. format)
- Copy of Freight Invoice for Sample Shipments
- Sample of Old and New Labels/Packaging
- Exhibitor Listing from Tradeshow Catalogue

*\* Make sure approved form of U.S. origin statement is visible.*

***I certify that the amounts stated and documents submitted for this claim are true and correct. I understand that Food Export–Northeast and Food Export–Midwest reserve the right to request original and/or additional documentation when necessary. I understand that all claims are subject to audit, and that my records of this transaction must be kept available for review for five years.***

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**The Branded Program allows for the reimbursement of some travel expenses related to foreign tradeshows and approved trade missions. Branded Program participants are subject to U.S. federal travel regulations for foreign travel.**

### 1. Exhibiting at a Foreign Tradeshow/U.S.A Pavilion

- Branded Program participants are required to exhibit inside the USDA-sponsored U.S.A. Pavilion (when there is one) to qualify for travel reimbursement. See pages 40 and 41 for a list of tradeshows with U.S.A. Pavilions.
- If a U.S.A. Pavilion does not exist, participants may arrange for booth space anywhere.
- Participants may request exemption from the “U.S.A. Pavilion” rule if exhibiting in a product-specific pavilion or in their distributor’s booth. This request for exemption must be submitted in writing and in advance to Food Export–Midwest or Food Export–Northeast. Requests for exemption will be reviewed on a case-by-case basis by the USDA’s Foreign Agricultural Service.

### 2. Advance Approval of Country Marketing Plan

- Company must have an approved Country Marketing Plan for the country where the foreign tradeshow physically takes place prior to exhibiting at the show.



**You must send a written notification of your travel plans to the FAS overseas office in advance of your trip. To send this notification, log on to [www.brandedprogram.org](http://www.brandedprogram.org) with your user ID and password, and click on the link “FAS Notification”. Upon completion of the form, an e-mail will be sent to the FAS overseas office, as well as Food Export–Midwest or Food Export–Northeast.**

### 3. Must Fly on a U.S. Flag Carrier

A U.S. carrier must be used to and from the foreign destination in accordance with the Fly America Act. When the final destination cannot be reached by a U.S. flag carrier, you must submit a statement to that fact by a travel agent, and show that all other portions of your flight were on a U.S. carrier. Travelers may only be reimbursed up to the cost of a full-fare, economy (coach) class ticket. If business or first class is used, companies will need to submit a travel agent’s written quotation for the economy ticket cost for the same dates and itinerary.

**IMPORTANT  
MESSAGE**

Airline frequent flyer miles are not an eligible form of payment. We can not reimburse for this type of expense.

#### 4. The Program Reimburses for Travel of Two People

Travel reimbursements will be made for no more than two company employees per event.

**Travel costs for agents, distributors, interpreters and demonstrators are not eligible.**

#### 5. Per Diem Expenses for Meals and Lodging

Per diem rates are published for both “lodging” costs and “meals and incidentals” (M&IE) and are based on the local city and country. Federal per diem rates are updated monthly and are available on [http://aoprals.state.gov/web920/per\\_diem.asp](http://aoprals.state.gov/web920/per_diem.asp).

**Lodging:** Travelers are reimbursed 50% for eligible lodging costs. Reimbursements are based on the actual lodging costs up to the maximum per diem allowance. Dates must correspond with tradeshow exhibit dates.

**Days of travel:** The eligible travel days include two days prior to the tradeshow, and one day after.

**Meals and Incidental Expenses (M&IE):** Meals and incidentals expenses are reimbursed based on the Federal per diem rate only, **no receipts need to be submitted**. Based on check in/out dates, meals will be calculated on the hotel bill provided. On the first and last eligible days (travel days), the reimbursement is based on 75% of the per diem rate. For the remaining days, the reimbursement is based on the full per diem rate.

**IMPORTANT  
MESSAGE**

On-the-side vacations and/or business meetings are not eligible for reimbursement when traveling and exhibiting at shows. When booking travel, make sure

to obtain an itinerary that states the cost of the flight without side trips.

**Submit both the invoice and itineraries for reimbursement.**



Travel claims require ALL of the documentation below:

### Foreign Agricultural Service (FAS) Post Notification

You must notify the FAS office in the country you will be traveling to at least 30 days in advance of your travel. You may do this through our web site. Log on to the website, and click on the link "FAS Notification" at the top. A sample can be found on page 36.

### Trip Report

Following your exhibition at the tradeshow, you must fill out a trip report detailing the experience. This may be done through our web site as you are completing your travel reimbursement worksheet, or you can request the form from Food Export–Midwest or Food Export–Northeast. A sample can be found on page 35.

### Airline Itinerary/Invoice

We must have a detailed itinerary/invoice from either a travel agent or airline. We are specifically looking for flight information.

### Passenger Receipt

This document comes from the airline and indicates your ticket number(s) as well as price. While paper tickets are becoming rarer, it is still possible to obtain a receipt upon request when checking in at the airport (including an automated check-in kiosk) or it can be printed when ordering online. Boarding passes are not eligible passenger receipts.



Online ordering confirmations are not the same as passenger receipts. It must list the ticket number.

### Itemized Hotel Bill

We must receive a document from the hotel that shows your check in/out dates as well as the nightly room rate. If you were charged by a travel agency or similar service provider, we ask that you still obtain documentation from the hotel itself that verifies your check in/out dates.

### Proof of Payment

You must provide a copy of your proofs of payment for hotel and airfare. Any of the previously mentioned approved forms of payment are acceptable (see page 24).

### Proof of Activity

Photo of booth or listing in the tradeshow guide are acceptable (see pages 25 and 26 for details).



If any of the above documentation is in a foreign language, please translate the details of the document into English (i.e. what services are being charged).

**This table is designed to help you calculate your travel reimbursement.**

1. Use the website listed below to find the per diem rates for the city and country of the tradeshow in the month you exhibited.
2. Eligible dates of travel include two days prior to the show, and one day after (no exceptions).
3. To calculate the eligible hotel expenses, enter your actual nightly rate in U.S. dollars or the federal per diem rate (whichever is lower).
4. For M&IE, enter 75% of the per diem rate on the first and last eligible days, and the full rate for the middle days.
5. Enter your economy class airfare amount.
6. Add your hotel, M&IE, and airfare totals together to get the total eligible expense.
7. Your reimbursement will be 50% of this amount.

---

Name of Show: \_\_\_\_\_

Show Start Date: \_\_\_\_\_ End Date: \_\_\_\_\_

Show Start Date: \_\_\_\_\_ End Date: \_\_\_\_\_

Eligible Days: \_\_\_\_\_

Exchange rate: Foreign Currency \_\_\_\_\_ Equals \_\_\_\_\_ USD\$(Example: 1 Euro Equals 1.20 USD\$)

Per Diem: (Per Diem Rates can be found at – [http://aoprals.state.gov/web920/per\\_diem.asp](http://aoprals.state.gov/web920/per_diem.asp))

City: \_\_\_\_\_

Country: \_\_\_\_\_

M&IE: \_\_\_\_\_

Lodging: \_\_\_\_\_

Total: \_\_\_\_\_

**Expenses:**

Date:	Lodging:	M&IE:	Airfare:
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
Totals:	_____	_____	_____

## COVER SHEET FOR TRAVEL CLAIMS

Company: \_\_\_\_\_ Travel Item #: (office use only) \_\_\_\_\_

Name of Foreign Tradeshow: \_\_\_\_\_

City: \_\_\_\_\_ Country: \_\_\_\_\_

Name of Traveler: \_\_\_\_\_

Dates of Show: \_\_\_\_\_ Dates of Travel: \_\_\_\_\_

Total Eligible Days: \_\_\_\_\_

(maximum eligible includes 2 days prior and 1 day after): \_\_\_\_\_

**1. Airfare\* (Coach only):** \_\_\_\_\_

*\*If not a U.S. flag carrier, airfare is not eligible for reimbursement.*

**2. Lodging Nightly Rate x Eligible Days\*:** \_\_\_\_\_

\*Or per diem rate, whichever is lower ([http://aoprals.state.gov/web920/per\\_diem.asp](http://aoprals.state.gov/web920/per_diem.asp))

**3. Meals and Incidentals at Per Diem Rate:**

A. First and Last Days at 75% of Per Diem Rate: \_\_\_\_\_

B. Remaining Days at Full Per Diem Rate: \_\_\_\_\_

C. Total Eligible M&IE (A + B): \_\_\_\_\_

**Total Eligible Travel Expenses**

**(Add Items 1, 2, and 3):** \_\_\_\_\_

**Reimbursement Rate: 50%**

**Total Reimbursements**

**Requested:** \_\_\_\_\_

**Required Documents:**

**FAS:**

- FAS Post Notification
- Trip Report

**Lodging:**

- Hotel Bill
- Proof of Payment

**Airfare:**

- Itinerary for Flight
- Passenger Receipt
- Proof of Payment

**Proof of Activity:**

- Photo of Booth
- Listing in Tradeshow Guide

**Company Participant**

**You may submit a single Trip Report combining the recommendations of two travelers. Sections marked with an \* are required.**

**Please attach a list of contacts made during trip.**

---

Company Name\*:

---

Submitted By\*:

---

Name of Traveler 1)\*:

---

Name of Traveler 2):

---

Title of Traveler 1)\*:

---

Title of Traveler 2):

---

Tradeshow Attended:

---

Purpose of Travel\*: (Summarize the purpose/goals of the trip)

---

---

---

Dates of Travel\*: (Include to/from information and summarize the itinerary)

---

---

---

Summary of Findings and Conclusions\*: (Include an overview of the current market situation)

---

---

---

Recommendations and/or Accomplishments\*: (Outline recommendations or accomplishments relative to the goals/purpose of the trip)

---

---

---

List of Contacts Made\*:

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## FAS FOREIGN POST NOTIFICATION— FOR INTERNATIONAL TRAVEL TO EXHIBIT AT A TRADESHOW

This form must be sent to the FAS office in the destination country at least 30 days in advance of travel. Addresses and fax numbers can be found on the FAS website at [www.fas.usda.gov/scripts/w/fasfield/ovs\\_directory\\_search.asp](http://www.fas.usda.gov/scripts/w/fasfield/ovs_directory_search.asp) and selecting the appropriate country.

This form will serve as notice of Branded Company Participant plans to visit your market to exhibit at an international tradeshow.

**Please retain your Post Notification fax confirmation sheet so you can submit it with your claims. We can not reimburse your travel expenses without a copy of this notification.**

Country of Tradeshow: \_\_\_\_\_

Name of International Tradeshow: \_\_\_\_\_

Name of Traveler: \_\_\_\_\_

Title of Traveler: \_\_\_\_\_

Company Name: \_\_\_\_\_

Dates of Tradeshow: \_\_\_\_\_

Products to be Promoted: \_\_\_\_\_

Comments: \_\_\_\_\_

Special Requests: \_\_\_\_\_



**If your Post Notification is not submitted online, you will be unable to submit your travel reimbursement worksheet. Please contact our office for assistance.**

**The USDA, Foreign Agricultural Service has determined that certain approved international tradeshow activities in foreign countries may be exempt from the Branded Program graduation. These shows include:**

- ANUGA Cologne
- BETA International (equestrian)
- BioFach
- European Seafood Exposition
- Food and Hotel Asia\*
- Fiera Cavelli (equestrian)
- Fish International
- Food Ingredients Asia
- Food Ingredients Europe
- Food Ingredients South America
- FOODEX Japan\*
- Fruit Logistica
- Gulfood\*
- HOFEX
- IFIA Japan
- Interzoo\*
- IMP (horticultural)
- ISM Cologne\*
- London International Wine and Spirits Fair
- Prowein
- SIAL Mercosur
- SIAL Paris\*
- Vinexpo Asia
- Vinexpo Bordeaux
- Vintlaly
- Zoomark

*\* Food Export–Midwest and Food Export–Northeast will offer Food Show PLUS!™ services at these events. To learn about our Food Show PLUS!™ activities please see page 50 of the Branded Program Manual. Visit our websites to register for these activities.*

## TRADESHOWS HELD IN THE U.S. ELIGIBLE FOR REIMBURSEMENT

- American Feed Industry Expo** [www.afia.org](http://www.afia.org)  
January 26-28, 2011 ..... Atlanta, GA
- American Pet Products Manufacturers Association, Global Pet Expo**  
[www.americanpetproducts.org](http://www.americanpetproducts.org) March 25-27, 2010 ..... Orlando, FL
- Duty Free Show of the Americas** [www.iaadfs.org](http://www.iaadfs.org)  
February 21-24, 2010 ..... Orlando, FL
- Expo Alimentos** [www.expo-alimentos.com](http://www.expo-alimentos.com)  
April 24-25, 2010 ..... San Juan, PR
- Inflight Foodservice Association** [www.ifsanet.com](http://www.ifsanet.com)  
May 18-20, 2010 ..... TBD
- Institute of Food Technologists (IFT)** [www.ift.org](http://www.ift.org)  
July 17-21, 2009 ..... Chicago, IL
- International Baking Industry Exposition (IBIE)** [www.bakingexpo.com](http://www.bakingexpo.com)  
September 26-29, 2010 ..... Las Vegas, NV
- International Boston Seafood Show** [www.bostonseafood.com](http://www.bostonseafood.com)  
March 14-16, 2010 ..... Boston, MA
- International Dairy-Deli-Bakery Show** [www.idda.org](http://www.idda.org)  
June 6-10, 2010 ..... Houston, TX
- International Home and Housewares Show** [www.housewares.org/ihshow](http://www.housewares.org/ihshow)  
March 14-16, 2010 ..... Chicago, IL
- Kosherfest** [www.kosherfest.com](http://www.kosherfest.com)  
October 26-27, 2010 ..... Secaucus, NJ
- NASFT/Fancy Food Show-Summer** [www.fancyfoodshows.com](http://www.fancyfoodshows.com)  
July 11-13, 2009 ..... New York, NY
- NASFT/Fancy Food Show-Winter** [www.fancyfoodshows.com](http://www.fancyfoodshows.com)  
January 17-19, 2010 ..... San Francisco, CA
- National Association of Convenience Stores (NACS)** [www.nacsonline.com](http://www.nacsonline.com)  
October 5-8, 2010 ..... Atlanta, GA
- American Food Fair (US Pavilion) co-located with the National Restaurant Show**  
[www.nasdatradeshow.com](http://www.nasdatradeshow.com)  
May 22-25, 2010 ..... Chicago, IL  
Booths outside the American Food Fair at NRA are not eligible.
- Natural Products Expo-East** [www.expoeast.com](http://www.expoeast.com)  
October 13-16, 2010 ..... Boston, MA
- Natural Products Expo-West** [www.expowest.com](http://www.expowest.com)  
March 12-14, 2010 ..... Anaheim, CA
- NCA/All Candy Expo** [www.allcandyexpo.com](http://www.allcandyexpo.com)  
May 25-27, 2010 ..... Chicago, IL

- Nightclub & Bar Beverage & Food Show** [www.nightclub.com](http://www.nightclub.com)  
March 7-10, 2010 . . . . . Las Vegas, NV
- North American Veterinary Conference** [www.tnavc.org](http://www.tnavc.org)  
January 16-20, 2010 . . . . . Orlando, FL
- Peanut and Tree Nut Processor Show** [www.ptnnpa.org](http://www.ptnnpa.org)  
January 15-18, 2011 . . . . . Las Vegas, NV
- Pet Food Forum** [www.petfoodindustry.com](http://www.petfoodindustry.com)  
April 12-14, 2010 . . . . . Chicago, IL
- Private Label Manufacturers Association (PLMA)** [www.plma.com](http://www.plma.com)  
November 14-16, 2010 . . . . . Chicago, IL
- Produce Marketing Association** [www.pma.com](http://www.pma.com)  
October 15-18, 2010 . . . . . Orlando, FL
- Snack Food Association (SNAXPO)** [www.sfa.org](http://www.sfa.org)  
March 3-6, 2010 . . . . . Fort Worth, TX
- Southern Nursery Association** [www.sna.org](http://www.sna.org)  
February 12-13, 2010 . . . . . Atlanta, GA
- The International Builders' Show** [www.buildersshow.com](http://www.buildersshow.com)  
January 19-22, 2010 . . . . . Las Vegas, NV
- The Organic Trade Association's All Things Organic Show** [www.organicexpo.com](http://www.organicexpo.com)  
June 16-17, 2010 . . . . . Chicago, IL
- United Produce Show** [www.unitedfresh.org](http://www.unitedfresh.org)  
April 20-23, 2010 . . . . . Las Vegas, NV
- U.S. Food Export Showcase co-located with the Food Marketing Institute (FMI) Show** [www.nasdatradeshow.com](http://www.nasdatradeshow.com)  
May 11-13, 2010 . . . . . Las Vegas, NV  
Booths outside the U.S. Food Export Showcase at FMI are not eligible.
- U.S. Pavilion at the Americas Food & Beverage Show** [www.nasdatradeshow.com](http://www.nasdatradeshow.com)  
October 26-27, 2010 . . . . . Miami, FL



The United States and its possessions are treated as a country for the purposes of the five-year graduation requirement. A Branded Program participant may receive funding for THE UNITED STATES FOR UP TO FIVE YEARS.

This is a permanent list authorized by the USDA, Foreign Agricultural Service. Additional shows will not be added.

Travel and per diem expenditures for tradeshow held in the U.S. are not eligible. Above dates may be subject to change. Please check the show website for exact dates.

## TRADESHOWS WITH U.S.A. PAVILIONS

Companies must exhibit within the U.S.A Pavilion at the eligible tradeshow listed below in order to receive reimbursement for tradeshow\*. This includes your distributor representing your products at shows. Below is a list of major tradeshow with U.S. Pavilions taking place in the 2010 Program Year (list and dates are subject to change.)

### Western Hemisphere

#### Canadian Restaurant and Foodservices Association (CRFA)

March 7-9.....Toronto, Ontario

**ANTAD** March .....Guadalajara, Mexico

**SIAL Montreal** April 21-23.....Montreal, Canada

#### American Food Fair (National Restaurant Association/NRA)

May 22-25.....Chicago, Illinois

**Alimentaria Mexico** June 1-3.....Mexico City, Mexico

**EXPHOTEL** June .....Cancun, Mexico

**Agroexpo** July .....Bogota, Colombia

**SIAL Mercosur** September.....Buenos Aires, Argentina

**Abastur** August.....Mexico City, Mexico

**IFE Americas Food & Beverage** November.....Miami Beach, Florida

### Asia

**AAHAR** March 10-14.....New Delhi, India

**FOODEX JAPAN** March 2-5.....Tokyo, Japan

**Food and Hotel Asia** April 20-23.....Singapore, Singapore

**Bakery China (NEW)** May 11-13.....Shanghai, China

**Seoul Food & Hotel Korea** May 12-15.....Seoul, Korea

**SIAL China** May 19-21.....Shanghai, China

#### International Food Ingredients & Additives Exhibition (IFIA)

May 19-21.....Tokyo, Japan

**Food Taipei** June.....Taipei, Taiwan

**Asia Fruit Logistica** September.....Hong Kong

**Asia Food Expo** September.....Manila, Philippines

**Food Ingredients Asia (Fi Asia)** September.....Bangkok, Thailand

**Health Ingredients Japan (HI Japan)** October.....Tokyo, Japan

**Hong Kong International Wine Fair** November.....Hong Kong

**Food & Hotel China, Shanghai** November 18-20.....Shanghai, China

**IFE India** December.....New Delhi, India

**Australia**

**Fine Food Australia** September.....Sydney, Australia

**Europe/Russia**

**Fruit Logistica** February 3-5.....Berlin, Germany

**BioFach (organics)** February 17-20.....Nuremberg, Germany

**European Seafood Exposition** April 27-29.....Brussels, Belgium

**World Food Moscow (Tentative)** September.....Moscow, Russia

**Food Ingredients Europe (Fi Europe)** November.....Frankfurt, Germany

**Africa/Middle East**

**Gulfood** February 21-24.....Dubai, United Arab Emirates

**Filda Angola** April.....Luanda, Angola

**Morocco (American Café (Tentativa))** June.....Casablanca, Morocco

**Food Ingredients Africa (Fi Africa) (NEW)** August.....Capetown, South Africa

**SIAL Middle East** November 22-24, 2010.....Abu Dhabi, UAE



**This is not a complete list of shows! To verify whether a U.S.A Pavilion exists for any other shows, please visit [http://www.fas.usda.gov/agx/trade\\_events/2009\\_2010 TradeShowsCalendar.pdf](http://www.fas.usda.gov/agx/trade_events/2009_2010 TradeShowsCalendar.pdf)**

**\*If no U.S.A pavilion exists at a tradeshow THIS RULE DOES NOT APPLY and companies may exhibit anywhere at the show and still receive reimbursement.**

**Food Export–Midwest****Illinois Department of Agriculture****Kim Hamilton**

T: (217) 782-5809      F: (217) 524-5960      e-mail: khamilton@agr.state.il.us

**Indiana State Department of Agriculture****Ann Schmelzer**

T: (317) 696-9389      F: (317) 232-1362      e-mail: aschmelzer@isda.in.gov

**Iowa Department of Economic Development****Lisa Mason**

T: (515) 242-4883      F: (515) 242-4918      e-mail: lisa.mason@iowalifechanging.com

**Kansas Department of Commerce****Becki Rhoades**

T: (785) 296-1847      F: (785) 296-3776      e-mail: brhoades@kansascommerce.com

**Michigan Department of Agriculture****Jamie Zmitko-Somers**

T: (517) 241-3628      F: (517) 335-0628      e-mail: ZmitkoJ@michigan.gov

**Minnesota Department of Agriculture****Shannen Bornsen**

T: (651) 201-6658      F: (651) 201-6114      e-mail: shannen.bornsen@state.mn.us

**Missouri Department of Agriculture****Wayne Bill**

T: (573) 751-5611      F: (573) 751-2868      e-mail: Wayne.Bill@mda.mo.gov

**Nebraska Department of Agriculture****Stan Garbacz**

T: (402) 471-4876      F: (402) 471-2759      e-mail: sgarbacz@agr.ne.gov

**North Dakota Department of Agriculture****Chuck Fleming**

T: (701) 328-4759      F: (701) 328-4567      e-mail: cfleming@state.nd.us

**Ohio Department of Agriculture****Tim Sword**

T: (614) 752-9816      F: (614) 644-5017      e-mail: sword@agri.ohio.gov

**South Dakota Department of Agriculture****Bob Weyrich**

T: (605) 773-5436      F: (605) 773-3481      e-mail: Robert.Weyrich@state.sd.us

**Wisconsin Department of Agriculture, Trade and Consumer Protection****Lisa Stout**

T: (608) 224-5126      F: (608) 224-5111      e-mail: lisa.stout@datcp.state.wi.us

**Food Export–Northeast****Connecticut Department of Agriculture****Jaime Lizee Smith**

T: (860) 713-2559      F: (860) 713-2516      e-mail: jaime.smith@po.state.ct.us

**Delaware Department of Agriculture****David Smith**

T: (302) 698-4520      F: (302) 697-6287      e-mail: davidm.smith@state.de.us

**Maine Department of Agriculture, Food and Rural Resources****John Harker**

T: (207) 287-7620      F: (207) 287-5576      e-mail: john.harker@maine.gov

**Massachusetts Department of Agricultural Resources****Bonita Oehlke**

T: (617) 626-1753      F: (617) 626-1850      e-mail: bonita.oehlke@state.ma.us

**New Hampshire Department of Agriculture, Markets and Food****Gail McWilliam-Jellie**

T: (603) 271-3788      F: (603) 271-1109      e-mail: gmcwilliam@agr.state.nh.us

**New Jersey Department of Agriculture****Logan Brown**

T: (609) 292-8856      F: (609) 341-3212      e-mail: logan.brown@ag.state.nj.us

**New York State Department of Agriculture and Markets****Kathryn Bamberger**

T: (518) 457-7076      F: (518) 457-2716      e-mail: Kathryn.bamberger@agmkt.state.ny.us

**Pennsylvania Department of Agriculture****Lela Reichart**

T: (717) 783-1394      F: (717) 787-1858      e-mail: lreichart@state.pa.us

**Rhode Island Economic Development Corporation****Kathy Tufts**

T: (401) 222-2601      F: (401) 273-8270      e-mail: ktufts@riedc.com

**Vermont Agency of Agriculture, Food and Markets****Kelly Loftus**

T: (802) 828-3829      F: (802) 828-2361      e-mail: kelly.loftus@state.vt.us

## FREQUENTLY ASKED QUESTIONS

**This section contains a collection of the most frequently asked questions by program participants, and the answers to those questions. If you have a question that is not answered in this section, do not hesitate to contact Food Export–Midwest or Food Export–Northeast.**

### **Q: Should I submit all of my original reimbursement documentation to Food Export–Midwest or Food Export–Northeast?**

A: No. Always keep original documents for your files and submit copies of all documentation to Food Export–Midwest or Food Export–Northeast. We may require original documentation at our discretion. Also, you are required to maintain your Branded Program files for five years following the end of the Program Year. These files are subject to audit by Food Export–Midwest, Food Export–Northeast, or FAS.

### **Q: How long does it take to get reimbursed?**

A: Once a request for reimbursement is received, we process it in the order received. If no other additional information/documentation is needed, we strive to reimburse all approved expenses within 30 business days. This takes into account the time it takes to request and receive your company's funding from FAS. If additional information is needed, you will be notified and be given 21 days to respond. The reimbursement time is solely dependent on your ability to provide us with the information/documentation that we require. Your reimbursement request can be processed more quickly if you:

- Submit all documents in a complete and orderly package, including proof of activities.
- Provide English translations for all foreign language documents, and convert all payments to U.S. dollars if payments were made in another currency.
- Submit claims within 60 days after the expense is incurred.

### **Q: Do I have to wait until February to submit claims?**

A: You don't! February is the deadline to submit claims. We like for you to submit claims within 60 days of incurring the expense. Waiting until February will only slow the reimbursement process.

**Q: Why didn't I get paid my full reimbursement?**

A: Here are the most common reasons why claims are denied:

- U.S. origin statement is missing from the proof of activity documentation
- Insufficient or missing documentation
- Expenses were for ineligible activities
- Expenses were incurred for an ineligible or non-approved country
- Transactions were not documented by cancelled check, wire transfer, bank statement or credit card statement (Invoices paid with off-invoicing are not reimbursable)
- Payment was made before your program approval date

**Q: Why do I have to submit an evaluation?**

A: The evaluation is a requirement of your participation in the Branded Program. This form compares results with stated goals and allows you to make comments about the impact of the Branded Program. The form is required, kept strictly confidential, and used to determine the effectiveness of the Branded Program in raising the level of U.S. exports. This form is available via the Internet: just log-in using your User ID and password, then click on the tab marked, "Evaluation". Once you have completed the entire form, click "Submit". Reimbursements and future allocations may be withheld until complete evaluations are submitted.

**Q: Can my overseas agent be reimbursed for expenses?**

A: Yes, but not directly. The overseas agent must be paid by the U.S. company by check, wire transfer, bank transfer, credit card, or credit memo. After paying the agent, the U.S. company can submit the agent's expenses for Branded Program reimbursement. Also, all agent expenses are subject to the same eligibility requirements as the U.S. company.

**Q: Can I exhibit at a show in my overseas agent booth?**

A: You may exhibit in your distributor's booth, but if there is a U.S.A pavilion at the show, you must request an exemption, in writing, in advance of the show.

**Q: Will my overseas agent travel cost be reimbursed?**

A: Distributor travel costs are never reimbursable.

**CONTINUED ON NEXT PAGE**

**Q: What if a show does not have a U.S.A pavilion? How do I find out?**

A: You should always contact the show organizers. We have also provided a tentative list of tradeshows that have a U.S.A. pavilion on pages 40 and 41. Dates and locations are subject to change throughout the year, please log onto the FAS website [http://www.fas.usda.gov/agx/trade\\_events/2009\\_2010TradeShowsCalendar.pdf](http://www.fas.usda.gov/agx/trade_events/2009_2010TradeShowsCalendar.pdf) for a current list of tradeshows.

**Q: My booth posters didn't carry a U.S.A origin statement but I displayed a "Made in the U.S.A" sign, why didn't I get reimbursed for the design and printing of the posters?**

A: One of the main points of the program is to help promote U.S. made products in foreign markets. The sign provided serves as an identifier for your booth if you have no other signage. The U.S. origin statement must be incorporated into the design of all graphic and printed materials to be eligible for reimbursement.

**Q: We created our promotional literature in-house, why can't we get reimbursed for the cost of the design software, ink cartridges, and the paper; it is cheaper than using an outside vendor?**

A: We can never reimburse for office supplies since there is no way to document that paper, ink cartridges, etc., were used only for the creation of eligible literature and graphics.

**Q: Does the statement of origin have to be printed on give-aways to be eligible for reimbursement?**

A: Yes, and your company name/brand name has to be printed on the give-away item.

**Q: Can I be reimbursed for advertising and similar promotions in the U.S.A?**

A: No, the only reimbursable expenses in the U.S. or its possessions are those related to exhibiting at an approved tradeshow held in the U.S.

**Q: Our company decided to change its logo. Will the program reimburse us for a new label?**

A: No, package and label modifications are only reimbursable if the changes are necessary to meet importing country requirements. Modification of an existing label should be used in that program year.

**Q: We hire a taxi or rental car to take product samples or booth decorations from our hotel to the tradeshow convention center. Is this eligible?**

A: No, travel costs are not eligible for tradeshow held in the U.S. In this case, your packages are traveling with you, so it is seen as transport of you. For overseas shows, the meals and incidentals allowance covers your daily show transportation. A freight cost for shipping samples or booth materials via a common carrier (UPS, USPS, etc.) is eligible for tradeshow overseas and ones held in the U.S.

**Q: Are product samples, costs of labels, or packaging for samples eligible for reimbursement?**

A: No, none of these are eligible.

**Q: Our importer conducted in-store tastings but did not provide any photos as proof of activity. We know the tastings took place—what else can we provide?**

A: Most demonstration companies have their demo assistants fill out a demo report for each tasting. We will accept copies of the demo reports, along with detailed information on the location, dates and times of the tasting as proof of activity.

**Q: Will I only be reimbursed for Food Export–Midwest or Food Export–Northeast sponsored foreign tradeshow? For a maximum of three years?**

A: No and No. All international tradeshow are eligible for reimbursement. Please make sure you exhibit in the U.S.A pavilion if one exists at the show. Branded participants may receive reimbursement in a given country for a total of five years. However, as of 2009 there are some tradeshow that are exempt from graduation. Please see page 37 for a list of these shows. We do not track graduation by activity but rather by country.

**Amendment Request**

A request to make changes to your Country Marketing Plan(s) as documented in your Program Agreement. An amendment must be requested when adding or dropping countries, products, and/or adding funds to a country. An amendment can be entered online or by contacting us.

**Approval Date(s)**

The approved date of the application and/or change request, as stated in your approval letter(s), Program Agreement, and Amendment forms. Expenses incurred before the approval date will not be reimbursed.

**Branded Funds**

This term refers to the amount of reimbursements received by the participating company. Example: If a company submits a claim for \$100 dollars, the \$50 reimbursement the company receives is considered Branded Funds.

**Business Confidentiality**

The information in this application may be subject to disclosure under the Freedom of Information Act (FOIA). Only information that would likely impair the government's ability to obtain necessary information or cause substantial competitive harm may be withheld under exception 4 of the FOIA, 5 U.S.C. 552,7CFR, Part1, Subpart A. If this application is requested from FAS under FOIA, the participant will be notified and may fully explain, in writing, any objections to the disclosure of any specified portion of the information requested.

**Exclusivity Agreement**

The U.S. applicant must own the brand name of the products to be promoted or have the brand owner sign the exclusivity agreement page of the application form. This certifies that the brand owner gives the applicant the exclusive right to seek Branded Program funds to promote the specified product(s) in the specified market(s). This must be done for all products where the applicant does not own the brand name.

**Private Label Agreement**

An applicant who packs or manufactures for private label must have the retailer/owner of the label certify that the applicant is the exclusive supplier for the product in the specific country for the duration of the Program Year. This form must be returned as part of the Program Application.

**Foreign Agriculture Service (FAS)**

The Foreign Agriculture Service of the United States Department of Agriculture (USDA), is the government agency that provides Market Access Program funding to Food Export–Midwest and Food Export–Northeast for their Branded Program.

**Graduation**

Since 1994, MAP regulations state that Food Export–Midwest and Food Export–Northeast will not provide assistance to a single company for brand promotion in a single country for more than five years. After the five-year period has been reached, the company is considered a "graduate" from the country and, thus, no longer eligible to be reimbursed for its market development expenses in that country. In 2009, FAS determined that certain approved international tradeshow activities in foreign countries may be exempt from the Branded Program graduation. Please see page 37 for a list of those shows.

**Incurred Expense**

An expense is incurred on the date that the check, wire transfer, credit card or other bank transaction occurs, not the date on which the goods or services are provided by the vendor. The only exception: tradeshow booth expenses are considered to be incurred when the show takes place, not when the payment is made.

**Market Access Program (MAP)**

This is a federally funded program that provides financial assistance to U.S. exporters for the promotion of U.S. agricultural products in foreign markets. Participating Trade Associations and non-profit organizations representing producers and other sectors of agriculture are provided funds from a joint program under FAS which is aimed at developing foreign markets. Today, there are approximately 80 of these groups working with FAS on a continuing basis in a variety of programs.

**Overseas Agent**

These can be distributors, agents, brokers, importers and representatives in foreign markets where Branded Program funds are being used. Typically, the overseas agents are conducting Branded Program activities on behalf of the U.S. supplier.

**Participant Funds**

The 50% contribution the company makes each time an expense is reimbursed. Example: When a company submits a reimbursement for \$100, the company has actually contributed \$50 into their own overseas marketing budget. The \$50 is considered participant funds.

**Small Company**

A company that meets the Small Business Administration's (SBA) definition of a small company. This is according to their North American Industry Classification System (NAICS) codes as published at 13CFR, part 121 (based on the number of employees or annual sales, depending on the SIC industry category).

**SRTGS (State Regional Trade Groups)**

Food Export–Midwest and Food Export–Northeast are two of the four State Regional Trade Groups (SRTG's) that assist companies with export promotions. Two other regional groups, SUSTA and WUSATA, provide similar services for companies based in or sourcing product from the Southern and Western U.S. regions, respectively. See page 7 for SUSTA and WUSATA contact information.

**Overseas Agent Funds**

The portion of the expense that is paid by the overseas agent. For example, if a distributor in Canada pays for an advertisement in full, the U.S. company must reimburse them at least 50% of that expense. The portion they are not reimbursed by the U.S. company is the overseas agent funds.

## Exporter Education

### Food Export Helpline™

This **free** service provides Midwestern and Northeastern companies with customized, **one-on-one assistance** on a wide variety of export-related topics including a product's top 25 market report.

### Export Essentials Online

This service is an **educational introduction** to the fundamentals and logistics of exporting. Each section tackles an important subject and provides detailed information to assist in answering your questions about exporting.

### AgExportLinks

AgExportLinks is a free, nationwide **database** of **qualified, export service providers** such as trading companies, export marketing companies, freight forwarders, international bankers, and more.

## Market Entry

### Buyers Missions

Buyers Missions bring qualified, **international buyers** to the U.S. to meet with U.S. suppliers. Participating companies **meet one-on-one** with these buyers to make potential business connections and gain important feedback about their product's exporting potential.

### Food Show PLUS!™

Food Show PLUS!™ is a **tradeshow enhancement service** that provides assistance to U.S. suppliers to be a more prepared and effective exhibitor. The program is customized per tradeshow but may include competitive product research, on-site interpreters, translation of up to two pages of marketing materials, one-on-one buyer meetings, an in-market briefing on trading logistics, local retailer tours, and assistance with qualifying top leads.

### Focused Trade Missions

Focused Trade Missions bring a group of U.S. suppliers to a country to **learn first-hand about the market** and meet face-to-face with local buyers. It's an organized trip with services that help navigate a different culture and assist with business meetings.

## Market Entry — continued

### Online Product Catalog

The Online Product Catalog service provides qualified and targeted sales leads to registered Midwestern and Northeastern suppliers.

### Market Builder

This customized package of services helps U.S. suppliers **find the right market and buyer** for their products through importer feedback on their products, competitive market research and importation analysis, distributor referrals and importer lists, and assistance with in-market meetings.

## Market Promotion

### Branded Program

This cost-share funding program provides financial assistance to help U.S. food and agricultural exporters promote their products in international markets. Participants in this program receive **50 percent cost reimbursement** for a variety of approved overseas marketing and promotional expenses.

### In-Market Promotions

Food Export–Midwest and Food Export–Northeast sponsor **in-store or on-site promotions** around the world that promote Midwestern and Northeastern food and agricultural products.



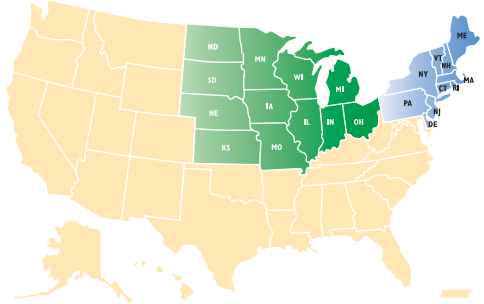


# FOOD EXPORT ASSOCIATION OF THE MIDWEST USA AND FOOD EXPORT USA–NORTHEAST

## State Affiliations and Information

### Food Export Association of the Midwest USA

Illinois Department of Agriculture  
Indiana State Department of Agriculture  
Iowa Department of Economic Development  
Kansas Department of Commerce  
Michigan Department of Agriculture  
Minnesota Department of Agriculture  
Missouri Department of Agriculture  
Nebraska Department of Agriculture  
North Dakota Department of Agriculture  
Ohio Department of Agriculture  
South Dakota Department of Agriculture  
Wisconsin Department of Agriculture, Trade and Consumer Protection



### Food Export USA–Northeast

Connecticut Department of Agriculture  
Delaware Department of Agriculture  
Maine Department of Agriculture, Food and Rural Resources  
Massachusetts Department of Agricultural Resources  
New Hampshire Department of Agriculture, Markets and Food  
New Jersey Department of Agriculture  
New York State Department of Agriculture and Markets  
Pennsylvania Department of Agriculture  
Rhode Island Economic Development Corporation  
Vermont Agency of Agriculture, Food and Markets

## About Us

Food Export–Midwest and Food Export–Northeast are non-profit organizations composed of 22 Midwestern and Northeastern state agricultural promotion agencies that use federal, state, and industry resources to help companies increase product sales overseas. Food Export–Midwest and Food Export–Northeast administer many services through Market Access Program (MAP) funding from the USDA, Foreign Agricultural Service.

Food Export–Midwest and Food Export–Northeast prohibit discrimination in employment and services. For persons with disabilities who require alternative means of communication or those interested in our full non-discrimination policy, please contact us.



### Food Export Association of the Midwest USA®

309 W. Washington, Suite 600  
Chicago, IL 60606  
T: (312) 334-9200  
F: (312) 334-9230  
[www.foodexport.org](http://www.foodexport.org)  
[info@foodexport.org](mailto:info@foodexport.org)



### Food Export USA®–Northeast

One Penn Center  
1617 JFK Boulevard, Suite 420  
Philadelphia, PA 19103  
T: (215) 829-9111  
F: (215) 829-9777  
[www.foodexportusa.org](http://www.foodexportusa.org)  
[info@foodexport.org](mailto:info@foodexport.org)